



TERMS OF REFERENCE

Communication Specialist/Community Manager

1. PURPOSE OF CONTRACT:

The Contractor will support the Parrotfish Outreach initiative being led by The Nature Conservancy (TNC) and carried out by targeted Caribbean Marine Biodiversity Program (CMBP) seascapes (Dominican Republic, Jamaica, Grenada and St. Vincent and the Grenadines) by developing, obtaining and sharing relevant information and outreach materials that support parrotfish conservation. The information will then be submitted at the end of every two weeks to TNC's CMBP marketing team and marine manager for review and approval before being posted on TNC's Caribbean Facebook Page and disseminated using other visual platforms.

2. PROJECT PURPOSE:

To use a variety of social media and other visual platforms to inform and promote efforts being done by each of the CMBP seascapes in support of the parrotfish outreach initiative including but not limited to: a) outreach and education that demonstrates the significance of parrotfish and why they should not be consumed, particularly juveniles; b) education on the importance of size restrictions; c) outreach to the public, schools and targeted stakeholders; and c) video clips and photos showing parrotfish conservation efforts. Additionally, the parrotfish outreach initiative will serve as a marketing tool to help attract volunteers to assist in other conservation efforts, increase both the interest of the general public in conservation and the number of followers on social media as well as allow progress to be viewed by its followers (including donors).

3. EXTERNAL COMPLIANCE:

The contractor should craft the information in accordance to TNC's Facebook standards and policies and will not post information (i.e. still or motion images or text pertaining to this initiative) on other Facebook pages unless written approval has been given by TNC. Note all images and work done under this contract will belong to TNC. The contractor must also ensure each seascape that provides any form of imagery to the contractor has completed the photography/video release form for each individual that appears in still or motion images.

4. PROJECT MANAGER:

Felicity Burrows
CMBP Marine Conservation Manager
6 Colonial Hill Plaza, Thompson Blvd, Nassau Bahamas
Tel: 242-326-0024 or Email: fburrows@tnc.org

5. CONTRACTOR DUTIES:

The contractor will be responsible for:

- Gather, review, modify and structure relevant information (including text along with photos and short video clips) in accordance with the Program's branding and marketing guidelines, that will be used for the parrotfish outreach initiative using social media in each of the targeted CMBP seascapes;
- Create and execute an outreach and promotional plan to disseminate parrotfish outreach materials and messaging on a variety of social media and visual platforms in accordance with the Program's branding and marketing guidelines in each of the four targeted seascapes towards the ultimate goal of reaching a broad and diverse audience and influencing their perceptions on catching and consuming parrotfish;
- Engage with TNC's seascape coordinators during the process to ensure all materials developed and messaging used are consistent;
- Identify in collaboration with seascape coordinators high profile, prominent social media personalities and accounts in each seascape that can increase exposure of this parrotfish initiative and promote content to a wider audience with the ultimate goal of achieving the highest number of impressions;
- Lead after consultations with CMBP team members the outreach process to high profile social media accounts to achieve participation in the parrotfish outreach initiative, ultimately expanding the reach of this effort through participation of social media accounts with large followings;
- Obtain and assemble other relevant information that supports this outreach initiative's purpose that can be legally posted on TNCs Caribbean Facebook Page and other social media platforms in accordance with the Program's branding and marketing guidelines;
- Send a draft and a finalized version of the content for at least one post per platform (e.g., Facebook and Instagram) per week to CMBP Marine Conservation Manager for review and posting;
- Post all TNC approved relevant parrotfish outreach activities, messaging and materials developed with CMBP seascape partners and other relevant organizations on their Facebook pages and other social media accounts;
- Support the development of a script for a 60-90 second parrotfish video public service announcement;
- Ensure compliance with TNC's marketing guidelines related to photography and video production use including completion of TNC's photography/video release forms by individuals who appear in any of the imagery prior to submitting to the project manager and;
- Work with partners and relevant groups while employing analytics and other measurements to provide monthly reports on metrics that show levels of trending, following and Facebook likes and an in-depth report at the end of the position.

6. PROPOSAL DUE DATE: Proposals should be submitted by May 11, 2017 to the project manager listed above for consideration. The proposal should include the scope of work to be completed, work timeline, budget and, evidence of previous work done with similar entities and/or subject-matter. If bilingual please indicate in your proposal.

7. TERM OF CONTRACT: May 31, 2017 to September 30, 2017